



Library, Recreation & Cultural Services



ANNUAL REPORT 2005



City of Eugene, Oregon



Programs for all ages



Eugene Public Library



Recreation Services



Cultural Services

From the Executive Director



2005 was packed with action for the Library, Recreation and Cultural Services Department and, consequently, for me. The Eugene City Council presented eight new priorities which have generated the promise of a better quality of life for area residents. One of the priorities is to "Promote Arts and Outdoors as a theme for Eugene," and consequently, the Council officially adopted the slogan, "The World's Greatest City of the Arts & Outdoors!" With this new emphasis, LRCS has become a particularly significant force on the Eugene scene, since so much of what we do is directly or indirectly related to the "arts and outdoors."

Another Council priority is to "Develop a strategy to help the homeless in Eugene." I head up the Action Planning Team which is addressing this long-time dilemma. We have reviewed the City's service delivery, met with community stakeholders, engaged homeless community members, identified service enhancements, and requested the leadership and support of elected officials. I believe we are making headway and that the community will see a positive outcome.

One of the year's most exciting events was the selection of Eugene as the site for the 2008 Olympic Track and Field Trials! I am honored to have been a member of the team which made Eugene's presentation to the prestigious Olympic Track & Field Committee in Indianapolis. LRCS will play an important role in preparing our community to give a warm welcome to the athletes, their families and their supporters.

Our dedicated staff continues working to make our programs and services accessible to our community through collaborations with local businesses and non-profit organizations, through our committed volunteers, and through the consistent support provided by the citizens of Eugene. I am very proud to be a part of this successful team.

Angel Jones
Executive Director

What Is Eugene LRCS?

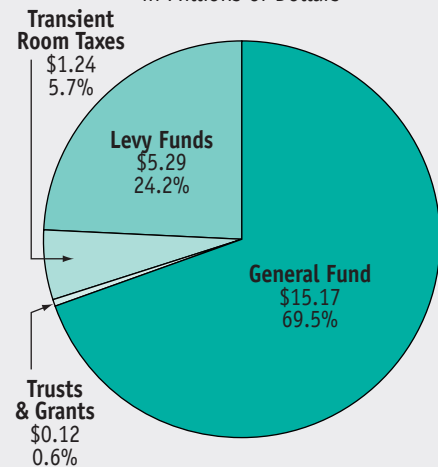
The City of Eugene's **Library, Recreation and Cultural Services Department** offers citizens of all ages a broad range of educational, recreational, fitness and cultural opportunities that support lifelong learning, and provide thousands of year-round activities and services. Outreach programs for special populations are a top priority to ensure that something of meaning and value is available to each member of our community.

LRCS programs and services include the following:

- Storytelling, puppetry, and music programs.
- Over 410,000 books, videos, compact discs, DVDs, and audio books available to be checked out.
- Out-of-school and summer reading programs.
- Life-long learning, fitness and social service programs for older adults.
- Adult athletic leagues and fitness classes.
- Coordination and oversight of city sports leagues and fields.
- Programs adapted to serve people with disabilities.
- Swim lessons, recreational and lap swimming, swim teams and water fitness.
- Supervised playground and wading pool programs.
- Outdoor activities and seasonal camp programs.
- Peer-managed alternatives to the juvenile justice system.
- Performances by a diverse selection of local, national and international artists.
- Venues for eight resident companies and conference activities.
- Visual arts exhibits and education featuring local artists.
- Partnerships to provide cultural and learning opportunities.
- Free summer concerts in the parks.
- Multi-cultural and numerous other community events.

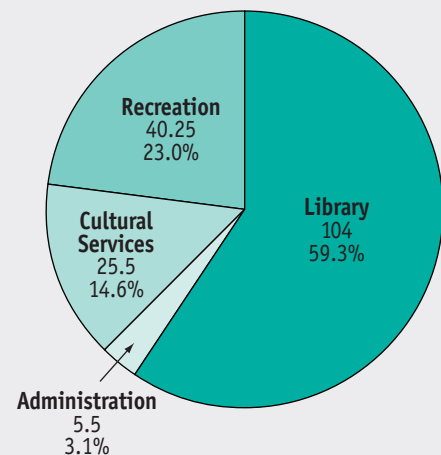
FY'05 Budget Sources

in Millions of Dollars



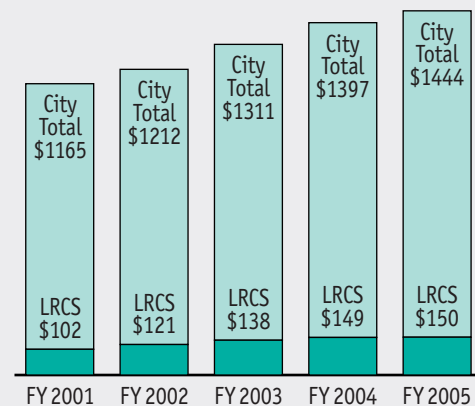
FY'05 Employees

Full Time Equivalents



Budget per Eugene Citizen

in Dollars





Children's Center at the Downtown Library



Teens at the Bethel Branch



Sheldon Branch Service Desk



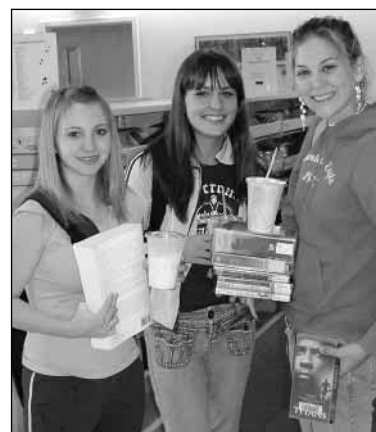
Check out at the Downtown Library

Eugene Public Library

The mission of Eugene Public Library (EPL) is to support an informed community, lifelong learning, and the love of reading by providing access for all city residents to the universe of ideas and information.

This year, the community celebrated **100 Years of EPL** with another busy year of growth! EPL served more than 4400 visitors daily at our three locations – the **Downtown Library, Bethel Branch, and Sheldon Branch**. More than two million items were checked out – an increase of 20% over the previous year.

2005 was our first full year of **expanded open hours**. Eugene-ans enjoyed the additional evening and weekend hours – a 13% increase in overall open hours – and the free parking available at those times. The public has also welcomed the streamlining and convenience of innovations including self-service “holds” pick-up and e-mail notification.



More videos and DVDs

In 2005, EPL had **14% more visits** and **11% more cardholders**. The **collection grew by 82,000** books, CDs, DVDs, videos, and other items – nearly double last year's increase – thanks to the taxpayers' support, additional funds raised by EPL Foundation and Friends of EPL, staff expertise, and volunteer assistance. Our collection now includes more than 410,000 items to choose from, including collections in Spanish and other languages. At your Library, you can browse and borrow 350,000 books and audio books; 27,000 videos and DVDs; 30,000 audio books and music CDs; and over 800 magazine and newspaper subscriptions.

Whether in person, by phone, or online, patrons found **Library staff** ready to help find facts and identify resources on any topic, or recommend selections to match any interest or taste. This year, staff answered 106,670 reference questions, including answers



Adaptive Technology at the Downtown Library

given via live chat through our participation in L-net, the statewide online reference service available 24 hours a day, seven days a week.

EPL continued to meet the high demand for public access **electronic resources**, including Internet, e-mail, MS Office software, specialized databases on many topics ranging from genealogy to auto repair, and adaptive technology for persons with disabilities.

The Library sponsored **programs and events for all ages**, from infants to seniors, free of charge. Included were storytimes, book groups, author talks, workshops, classes, performances, First Friday entertainment, and informational and cultural displays. Total program attendance rose to more than 36,000 this year. Weekly programs



Children's Program at the Downtown Library



"This place is a gold mine. All the riches of knowledge and wisdom of the ages available for free."

"It's owned by the entire community."

"All kinds of books and all kinds of people are here – and are welcome here."

"We love our branch library – it's convenient and cozy!"

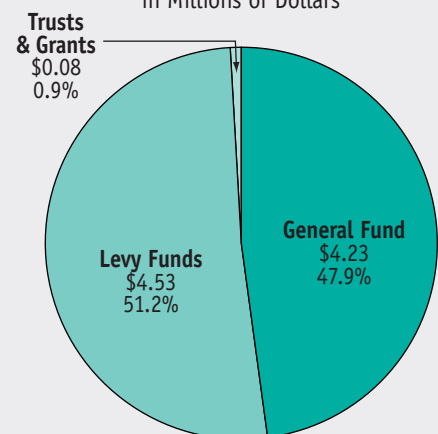
"Staff is friendly, patient, and helpful."

"My kids look forward to this all week."



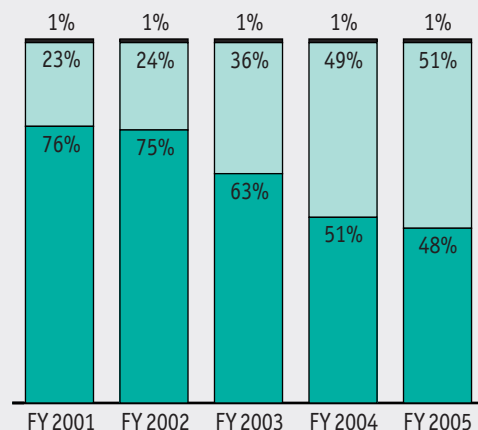
FY'05 Budget Sources

in Millions of Dollars



Budget Sources by Year

■ = Trusts/Grants ■ = Levy ■ = General Fund



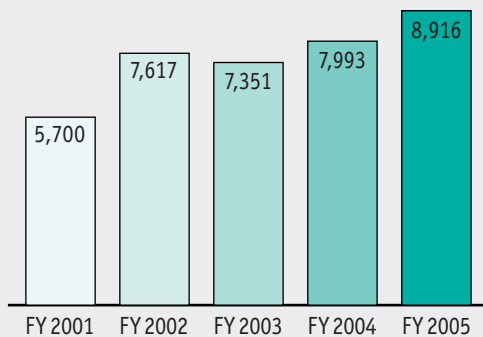


"This is my kids' favorite place!"

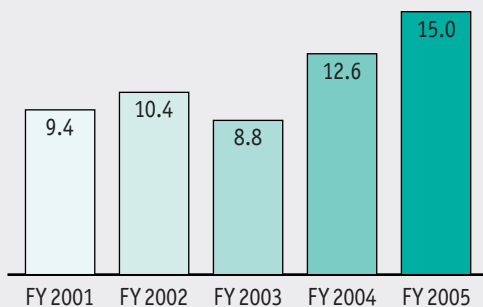
"You guys are priceless! I rely on you all the time from here and from home."

"Thank you for the excellent customer service and going the extra mile."

Library Hours by Year

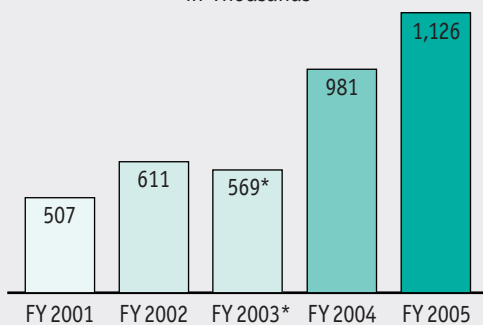


Items Circulated per Eugene Resident by Year



Library Visits by Year

in Thousands



*Estimate for 2003 because electronic counters were not yet installed.

for children, including those at branch locations, were very successful. Summer Reading programs for all ages broke records, with more than 3200 kids and teens participating – an increase of more than 1000 over last year. And in its first year, Summer Reading for Adults drew more than 500 participants and collected over 1200 book reviews.

EPL's history of **community partnerships** dates back a century. Supporting partners include the **Friends of the Library**, providing fundraising support through its annual book sale, magazine sales, and Second Hand Prose book store at the Downtown Library. The **Eugene Public Library Foundation** contributes greatly with fundraising activities including the annual Authors & Artists Fair and the new Author! Author! lecture series. This year, the foundation contributed the final installment on its commitment to raise \$5 million in donations from the citizens of Eugene to assist in the construction of the Downtown Library. The **Eugene Public Library Advisory Board** was formed this year with representatives from the community at large.

Last, but certainly not least, hundreds of dedicated individuals partner with EPL as weekly **Library volunteers**, this year contributing more than 22,000 hours of assistance to the staff and the public.



Reading programs for all ages



First Friday performance in the Downtown Library rotunda



Downtown Library Reading Room

EPL also collaborates with partners to provide **programs to the public**, including local schools, community non-profits, and members of coalitions such as Readin' in the Rain. And, EPL partners within the City organization to provide free performances in connection with the Hult Center and storytelling programs for City events such as the Multicultural Festival.



Entry Garden at the Downtown Library

MAJOR 2005 ACCOMPLISHMENTS

- Increased convenience of self-service stations and e-mail notification; as a result, a record-breaking 2.16 million items were checked out.
- Added 82,000 new items: books, audio books, CDs, films on DVD and video, and more.
- Expanded evening and weekend Library hours, with free parking during the new hours, for the entire year.
- Increased Library visits 14% over last year.
- Benefitted from 28,700 hours volunteered by 365 Library supporters.

Recreation Services



Adult health & fitness classes



Athletics program team sports



Arts and crafts classes for all ages



Senior program outings

Recreation continues to be a driving force in the lives of Eugene citizens. The community desires activities that connect people, build stronger families and neighborhoods; provide opportunities to enjoy nature and the outdoors; improve health and wellness; and promote youth development.

Goals, strategies, and proposals to address the needs of all segments of our community for the next 20 years have been developed as part of our effort to update the **Parks, Recreation and Open Space Comprehensive Plan**. This update includes unprecedented community involvement and is critical to our commitment to constantly evaluate our service offerings to ensure the best activities and services are provided for our patrons.

This year has been very good for recreation in our community! Here are updates from each of our primary service areas:

Youth & Family Service activities are going strong at all of our neighborhood community centers. Staff at Amazon Center, Sheldon Center, Petersen Barn, and the River House continue to seek opportunities to provide partnerships and family activities such as the We Are Bethel celebration, the city-wide Multi-Cultural Festival, the Whiteaker River Festival, the House of Spiders, Shakespeare in the Park and the increasingly popular Movies in the Park series.

Our service to youth embarked on a new future with the start-up of new youth and family initiatives. Programs for middle school youth were provided via RecZone and Outdoors' Team Adventure programs in the Eugene and Bethel school districts. Youth and family programs were also infused with additional grant funding in partnership with Eugene School District 4J to provide fitness and health activities in eight middle schools during the after school hours. This Project Rising Expectations (PRE) program includes climbing walls, non-traditional sports, nutrition courses, health awareness activities, dance classes and more. The PRE funds supplement the 2002



Outdoor program classes



KidCity outings

voter-approved youth/school-based local option levy funding to enhance programming at existing program sites.

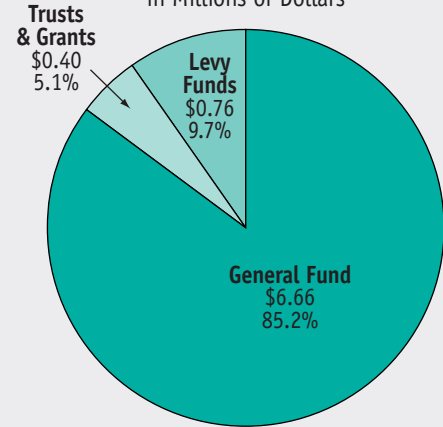
The Search Institute's 40 Developmental Assets continue to guide our youth service delivery. This nationally recognized model has proven to be a powerful factor in helping young people and their families make positive choices in their lives. The model focuses on building strength and resiliency in our youth by developing positive relationships, opportunities, competencies, values, and self-perceptions. Recreation Services has joined many other local youth agencies in a community-wide initiative to develop a healthier community for youth by promoting these important developmental assets.



We Are Bethel celebration

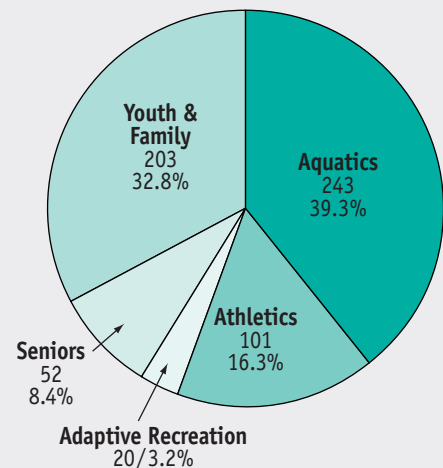
FY'05 Budget Sources

in Millions of Dollars



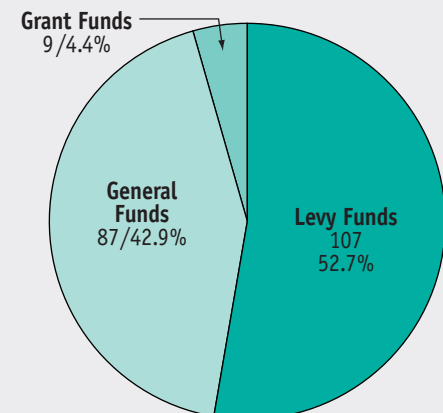
FY'05 Attendance by Service Area

in Thousands of Patrons



FY'05 Youth & Family Services Attendance by Funding Sources

in Thousands of Patrons





Amazon Pool

MAJOR 2005 ACCOMPLISHMENTS

- Was awarded, along with School District 4J, a three-year \$270,000 grant to provide fitness and health activities in eight middle schools during the after-school hours, as part of Project Rising Expectations.
- Completed the Echo Hollow Pool renovation and addition.
- Increased scholarships for patrons unable to afford Recreation activities and services.
- Rolled back aquatic fees to previous years' rates in an effort to make services more affordable.
- Was selected, along with four other Lane County youth agencies, as one of 18 intensive sites by the National Institutes for Health. The goal is to increase activity levels, improve nutrition, and reduce screen time for youth ages 8-13 and their parents.

Once again, **Aquatics** basks in the glow of the award-winning aquatic playground, Amazon Pool. Sheldon and Echo Hollow Pools and Fitness Centers, our two year-round aquatic facilities, have also achieved considerable success. Aquatics' biggest achievement of FY'05 was the renovation of Echo Hollow Pool to add a long-sought-after spa and a community meeting room that also provides space for dry land classes and activities.

Aquatic staff offered an exciting new program this past summer. The aptly named "Summer Swim and Water Polo League" gave novice-level swimmers, 8-14 years old, a low-cost opportunity to learn the fundamentals of competitive swimming and water polo. At the program's completion, participants had the skills to enter USA Swimming-Water Polo club programs and high school swimming or water polo programs. We hope participants also developed an interest in lifeguard and instructor positions for Aquatics! This program was a part of our effort to improve physical activity and fitness for our city's youth.



Summer Swim & Water Polo League

The health and wellness of our community is also a key goal of our **Athletics** program. This efficient and cost-effective program has attendance totaling approximately 100,000 each year. Adult sports leagues in softball, basketball, ultimate Frisbee, soccer, in-line hockey and volleyball are offered throughout the year and continue to grow, especially in non-traditional sports such as ultimate. In addition to the adult sports leagues, Athletics staff coordinates community use of the City's outdoor sports facilities.

In FY'05, almost 50 venues, totaling approximately 40,000 hours of playing time, were coordinated by Athletics. In an effort to improve asset development in youth sports, staff adopted "minimum standards for youth sports" as a requisite for use of city athletic facilities. Athletics has also become a National Youth Sports Coaches Association Chapter with the ability to certify youth coaches.

Senior Services have never been stronger, nor have they been needed more than they are today. Program offerings at Campbell Center and Petersen Barn continue to grow in response to the changing demographics of our community. Between now and 2030, our community will experience an unprecedented shift in the age population with the number of Oregonians over the age of 65 projected to more than double. Our senior program is continually challenged to reassess services and rebuild staff skills to meet the needs of a more active, educated and technology-literate population.



Senior Services

This past year saw a reawakening of our services for people with physical and developmental disabilities. We began by changing the 35-year-old service name from Specialized Recreation to **Adaptive Recreation** in an effort to portray a program and service that is more inclusive of all members of our community. We continue to be a major provider of community recreation programs for people with disabilities. During the past year, staff developed and offered 30+ new Adaptive Recreation Programs; offered a two-day Arts for All



Adaptive Recreation ski program

workshop which trained 28 community members to use the equipment in their schools, centers and programs; and developed an adaptive bicycling program. Requests for inclusion services has intensified as more people with disabilities and parents with disabled children recognize their rights and opportunities.



"I cannot believe how many different types of classes/trips are offered."

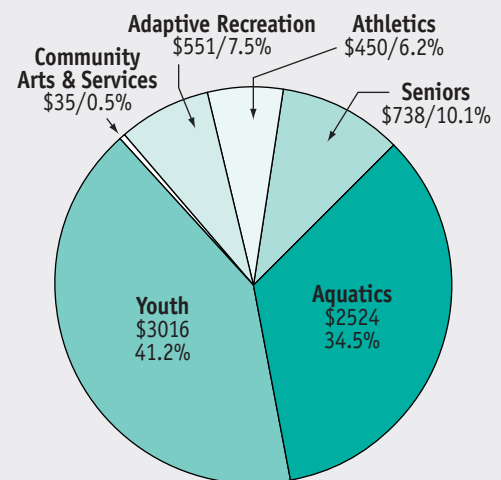
"At the lowest point in my life I was allowed to express my feelings. Thanks to the many programs at Campbell Center, I found companionship and support. Someone cared about me!"

"I cannot believe the fun I am having!"



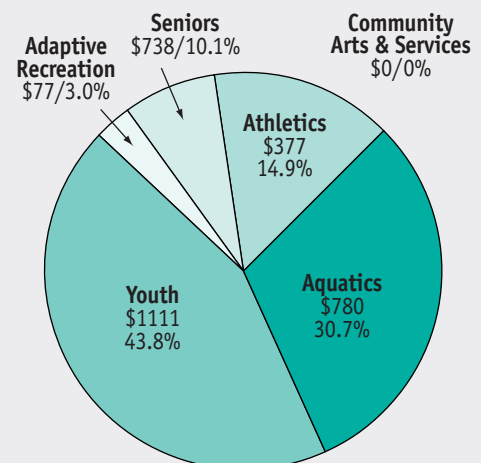
FY'05 Expenses by Service Area

in Thousands of Dollars



FY'05 Revenue by Service Area

in Thousands of Dollars



Cultural Services



Cuthbert Amphitheater concert



SHO lunchtime concert in the Hult Center lobby



Hult Center back stage

Eugene's Cultural Services Division provides arts and entertainment opportunities for the community and surrounding region. The division manages the world-class Hult Center for the Performing Arts, Cuthbert Amphitheater located in Alton Baker Park, the Hult Presents series, and the Concerts in the Parks summer music series, and provides funding for arts grants to local groups and individuals.

The **Hult Center**, open since September 1982, is home to eight extraordinary resident companies; Support Hult Center Operations (SHO), the Hult Center's exclusive volunteer organization; and the Jacobs Art Gallery, home of the Mayor's Art Show and as many as 10 additional exhibits annually.



Ceramic frogs in the Hult Center lobby

In 2005, the City Council identified "Promote Arts and Outdoors as a theme for Eugene" as one of their top eight priorities for the coming year. In addition, the Council adopted "World's Greatest City of the Arts & Outdoors" as an official slogan and committed \$250,000 to fund a facilitated community process to evaluate and identify arts priorities for the future.

A significant part of the Cultural Services mission is to provide opportunities for the community, particularly youth, to connect to arts and artists at no or low cost. **Hult Presents** selects artists for their performance quality, value, and ability to share their experiences with community youth. This year nearly 3,000 school-aged children participated in Hult Presents arts educational activities.

The Hult Center's eight **resident companies** include:

- Eugene Ballet Company
- Eugene Concert Choir
- Eugene Opera
- Eugene Symphony
- John G. Shedd Institute for the Arts
- Oregon Bach Festival
- Oregon Mozart Players
- Willamette Repertory Theatre



Students arrive for a Hult Presents student concert

One resident company, Dance Theatre of Oregon, officially requested to discontinue residency status this year. The dance company is busy touring throughout the Northwest and will produce in the Soreng Theater as it is able.

Resident company status requires that each organization present a minimum number of performances in the Center, annually, including arts programming for youth. With the limited arts education now offered in the public school system, both Hult Presents and the resident companies provide high quality learning experiences to children in the region.

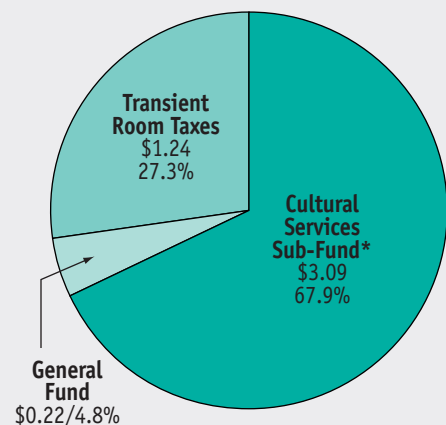
Eugene's favorite outdoor venue, **Cuthbert Amphitheater**, has been managed by Cultural Services as a rental facility since Lane County



Concerts in the Parks series concert at Petersen Barn Park

FY'05 Budget Sources

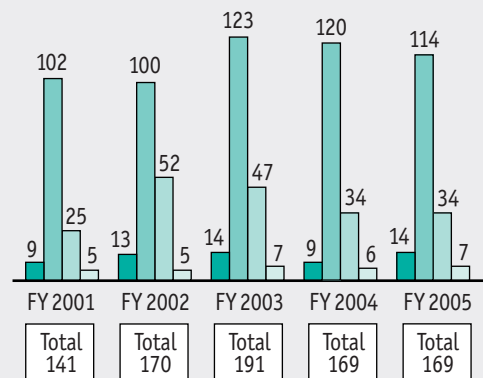
in Millions of Dollars



*The Cultural Services Fund is a self-contained sub-fund of the City's General Fund.

Number of Events by Year

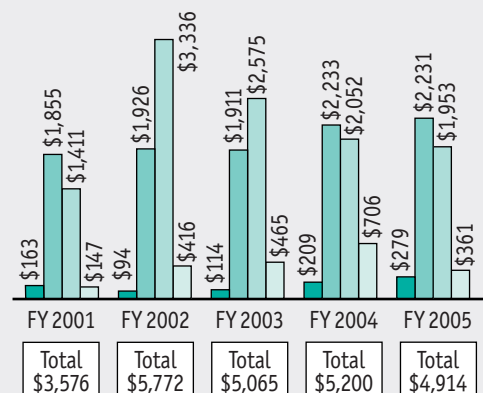
■ = Hult Presents Series ■ = Resident Companies
■ = Commercial Shows ■ = Cuthbert Amphitheater



Gross Ticket Sales by Year

in Thousands of Dollars

■ = Hult Presents Series ■ = Resident Companies
■ = Commercial Shows ■ = Cuthbert Amphitheater





"The variety of events available is wonderful and the caliber of the presentations is spectacular."

"An awesome concert despite the rain!"

"My teenage son and I attend frequently and enjoy our experiences immensely."

"I loved it! The whole performance was fantastic!"

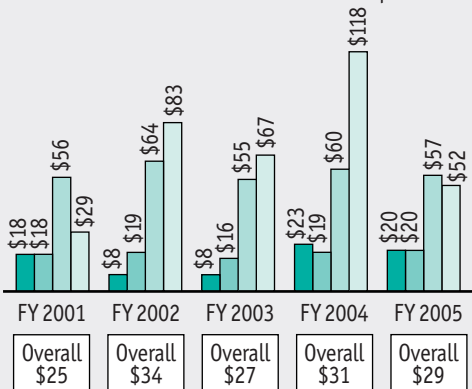
"I want to thank you and the staff that made this performance for area school children possible."



Average Ticket Sales per Event by Year

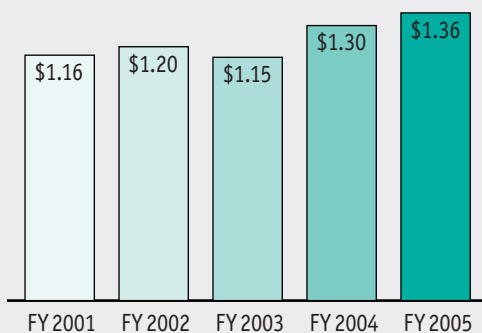
in Thousands of Dollars

■ = Hult Presents Series ■ = Resident Companies
■ = Commercial Shows ■ = Cuthbert Amphitheater



Transient Room Tax Revenue by Year

in Millions of Dollars



transferred ownership to the City in 1989. Due to community interest in expanding the activities in the venue during the summer months, Cultural Services will issue a request for proposals to determine if a better option is available to expand services to the community through a private management agreement. In addition to exploring options for management, representatives from the Facilities and Parks & Open Space divisions joined

Cultural Services in a planning process to enhance the use of the venue for events of all sizes, and to integrate the venue more comfortably into the surrounding park land.

Cultural Services manages the popular summer **Concerts in the Parks** series featured at various community parks. This year an estimated 17,000 people attended 21 events at six locations. The summer series kicked off with the We Are Bethel celebration at Petersen Barn Park, and closed with the Multicultural Festival at Sheldon Community Center Center.

Cultural Services operates both the Hult Center and Cuthbert Amphitheater primarily as rental facilities in order to manage financial risk.



Entrance to Cuthbert Amphitheater



Multicultural Festival at Sheldon Center



Hult Center lobby set up for a special event

Local activity has stayed consistent for a number of years; however, touring show activity may vary significantly from one year to the next. Over the last few years, a decrease in popular touring events resulted in reduced revenue for the division. After nearly 25 years of operation, the time has come to look at a more stable operations model for the future.

Capital improvements in the facilities managed by Cultural Services amounted to \$750,000 dollars this year. One of the largest projects was the seismic upgrade to the famous basket weave ceiling in Silva Concert Hall. A more public upgrade was replacement of the 20-year-old technology used to operate the marquees located at the Hult Center on 6th and 7th avenues. Another project will be installation of a more efficient chiller system, which will provide better interior climate control and reduce utility expense.

The Hult Center will be 25 years young in September 2007. In the "World's Greatest City of the Arts & Outdoors," the Hult Center is a visible expression of community pride and commitment to the arts. The Cultural Services staff takes pride in maintaining this community asset that enhances the livability and vitality of Eugene's downtown.

MAJOR 2005 ACCOMPLISHMENTS

- Over the last seven years, for every \$1 dollar of Transient Room Tax spent on Cultural Services operations, \$5 was returned back into the economy.
- SHO presented 31 free lobby events, conducted tours for nearly 800 people, and volunteered 5,300 hours in support to the Hult Center.
- Cultural Services hosted an average of 800 events and 200,000 people each year over the last decade.
- Hult Presents received nearly \$70,000 in cash support from grants and business partnerships.



40 Developmental Assets for Youth

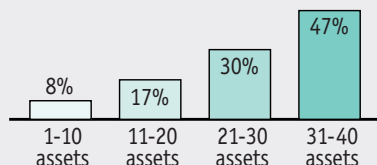
LRCS has embraced a powerful, nationally recognized model for working with youth to provide positive experiences and foster health, caring, and responsibility. Youth are not just recipients of service, but are partners in service and are empowered to become active with adults to make the community a better place.

At the heart of the model are the 40 Developmental Assets, which were pioneered by the Search Institute in the 1980s. The Institute surveyed more than two million youth across America and Canada, and found strong and consistent relationships between the number of assets in young people's lives and the degree to which they develop in positive and healthful ways.

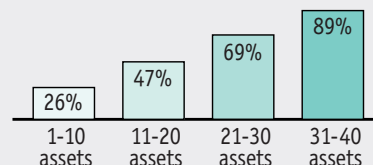


MORE ASSETS = MORE SUCCESS

Succeeds in School

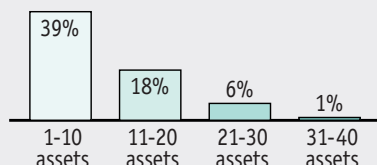


Maintains Good Health

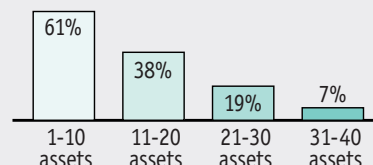


FEWER ASSETS = MORE HIGH RISK BEHAVIORS

Illicit Drug Use



Violence



Results of 200,000 teens surveyed in 318 U.S. communities

Recreation Services includes the 40 Development Assets in staff training, program design and program implementation. The goal is to help young people experience more assets in their lives as a part of our fun and dynamic programs and activities. The outcome is invaluable: fostering healthy communities and healthy youth.

For information about this remarkable, sensible and scientifically proven approach to working with children and teens, visit www.search-institute.org, or contact one of our Recreation Services staff.



Library, Recreation
and Cultural Services
City of Eugene, Oregon

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HOST CITY OF THE 2008 OLYMPIC TRACK AND FIELD TRIALS